Here is the admin page.  This is admin page for us, we can dedicate an account or login that can access that admin page.  I did the same thins for inner edge.

We will have different admin page for corporate users.

**KPI tiles (last 24h | 7d | 30d toggle)**

* Total users • New users • DAU/WAU/MAU
* Total companies • New companies
* Assessments: started • completed • completion rate
* Free → Paid conversion rate
* Revenue: MRR • New MRR • Churn (% and $)
* Avg time to complete (per assessment)
* Micro-learning: enrollments • active learners • module completion rate

**Key charts**

* Time series: Users, Companies, Assessments completed (daily)
* Funnel: Free start → Free complete → Paid start → Paid complete → Course enroll
* Cohorts: Conversion by signup month (heatmap)
* Distribution: Resistance bands (Low/Moderate/High) and Top Archetypes
* Segment compare: SMB vs Mid vs Enterprise vs Entrepreneur (Sole / Micro / Growing)

**Instant insight cards**

* “Top sources” (where signups came from)
* “Drop-off step” (question/page with highest abandon)
* “At-risk companies” (DAU ↓ 7 days, completion rate < threshold)
* “Recent high-value events” (large enterprise created, bulk completions, payment upgrades)

**Filters (sticky at top)**

* Date range (quick picks + custom)
* Segment (SMB, Mid, Enterprise, Entrepreneur sub-types)
* Assessment type (Leadership, Middle Mgmt, Sales, Career Growth…)
* Plan (Free / Paid)
* Company size buckets
* Country / Region
* Acquisition channel
* Role (if captured in profile)

**Ops utilities (right rail or secondary tabs)**

* Global search (user, email, company, order id)
* User/Company drawer with:
  + Profile, consent, last activity
  + Assessment history (scores, top 3 archetypes, resistance band)
  + Course enrollments & progress
  + Payments/invoices (read-only)
  + Actions: resend invite, reset assessment attempt, revoke token, export user’s data (GDPR)
* Company health: seats, utilization, completions this quarter, admins
* Support view: **read-only impersonate** (with big “Audit logging ON”), issue credits/refunds (if applicable)

**Security & governance**

* Roles: Owner, Admin, Analyst (read-only metrics), Support (limited PII + ops), Instructor (course-only)
* Audit log: who viewed PII, who impersonated, changes to roles/credits/feature flags
* PII guardrails: mask emails by default; click-to-reveal with purpose & audit
* Feature flags per tenant (e.g., “Microlearning v1”, “New Leadership Paid v2”)

**Data you should track (event schema)**

{

 "user\_created": { "user\_id": "", "utm": {}, "plan": "free|paid" },

 "company\_created": { "company\_id": "", "employees": 120, "segment": "SMB|Mid|Ent|Solo|Micro|Growing" },

 "profile\_updated": { "user\_id": "", "role": "", "team\_size": "" },

 "assessment\_started": { "user\_id": "", "assessment\_type": "leadership|...", "variant": "free|paid" },

 "assessment\_completed": {

   "user\_id": "",

   "assessment\_type": "",

   "variant": "",

   "duration\_sec": 0,

   "overall\_resistance\_pct": 61,

   "top\_archetypes": [{"name": "Strategic Architect","pct":72},{"name":"..."}],

   "band": "Low|Moderate|High"

 },

 "course\_enrolled": { "user\_id": "", "track": "Sales Growth", "plan": "paid" },

 "course\_progress": { "user\_id": "", "track": "", "module": "", "pct": 0 },

 "payment\_succeeded": { "user\_id": "", "company\_id": "", "amount": 0, "currency": "USD", "mrr\_delta": 0 },

 "churned": { "company\_id": "", "reason": "", "mrr\_lost": 0 }

}

**Example queries you’ll use a lot**

**Tiles**

-- New users (7d)

SELECT COUNT(\*) FROM users WHERE created\_at >= NOW() - INTERVAL '7 days';

-- Assessments completed (last 30d)

SELECT DATE(completed\_at) d, COUNT(\*) c

FROM assessments

WHERE completed\_at >= NOW() - INTERVAL '30 days'

GROUP BY 1 ORDER BY 1;

-- Free → Paid conversion (30d cohort)

WITH cohort AS (

 SELECT u.id

 FROM users u

 WHERE u.created\_at >= NOW() - INTERVAL '30 days'

),

paid AS (

 SELECT DISTINCT p.user\_id FROM payments p

 WHERE p.created\_at >= NOW() - INTERVAL '30 days' AND p.mrr\_delta > 0

)

SELECT ROUND(100.0 \* (SELECT COUNT(\*) FROM paid p JOIN cohort c ON p.user\_id=c.id) /

                  (SELECT COUNT(\*) FROM cohort), 2) AS conversion\_pct;

**Distribution**

-- Resistance band distribution last 30d by segment

SELECT c.segment, a.band, COUNT(\*)

FROM assessments a

JOIN users u ON u.id=a.user\_id

JOIN companies c ON c.id=u.company\_id

WHERE a.completed\_at >= NOW() - INTERVAL '30 days'

GROUP BY 1,2 ORDER BY 1,2;

**UX layout (quick wireframe)**

* **Header**: Date filter, Segment filter, Assessment type filter
* **Row 1**: KPI tiles (8–10)
* **Row 2**: Time-series (stacked or tabs), Funnel chart
* **Row 3**: Cohort heatmap, Band/Archetype distribution
* **Row 4**: Tables (“Companies to watch”, “Top sources”), Events feed
* **Right rail**: Global search → drawer with User/Company profile & actions